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(54) Method for automated on-line recording and check of the implementation of commercials broadcast on dutch and foreign television channels

(57) Method of on-line recording of the exact date and time and the total broadcasting time of a commercial broadcast by a television channel, in which the commercial starts and ends with a unique signal - spot code -, said signals acting on a signal receiving and recording device for storing the commercial during and including the starting and end signals. The data stored in the recording device can be read out and printed. A device for carrying out the method described comprises a receiver for receiving the unique signals - spot codes - on broadcast of a certain commercial, said unique signals being applied on said commercial. Further, the device comprises a clock connected to the world time and a recording device for on-line recording of the time of reception of the commercial during broadcast.

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## Description

First, the invention relates to a method for recording the total length of broadcast of a commercial broadcast by a television channel.

Generally, advertising agencies are called in to provide advertisements and commercials. When this involves advertisements in papers, magazines and the like, a reference copy of the printed document can be sent to the client. On the basis of that, the client will be able to check whether the arranged conditions have been met. This can concern both the size of the advertisement and the way in which it has been included in the paper or the like, so e.g. its position between other advertisements or between the editorial articles, etc..

With commercials broadcast by television, there is the difficulty that the client can't be given any airtight proof which shows that the issued assignment has been carried out. However, the costs for such commercials can amount to several thousands of guilders per second of broadcasting time, so that it is very important that one has the possibility to check whether the commercial was broadcast according to the conditions.

One has tried to check this by sitting in front of the television and checking the broadcasting time with the help of a chronometer. In doing so, an accurate observation is almost impossible by the slowness of the human eye. Furthermore, human observation is subjective.

The object of the invention is to remove these difficulties and to that end provides for a method characterized in that automated on-line recording takes place in that a unique signal - spot code - has been included at least at the beginning and the end of the commercial, said signals acting in a signal receiving and recording device providing for on-line recording and storing of the broadcast from the starting signal to the end signal.

With the help of this method, the client can at least get answers to the following questions:

1. Was the commercial actually broadcast?
2. Was it the right commercial (campaign, version)?
4. Did the broadcast take place on the arranged channel?
5. Did the broadcast take place in the arranged position within the block of commercials?
6. Was the commercial broadcast for the entire period and length as arranged?

On established differences in e.g. the length and version of the commercial, the system will report this. The method according to the invention presents the legal proof of possible deviations in the implementation of the assignment and that which was agreed concerning the assignment.

Thus, the commercial will be provided with a unique mark, the so-called spot code. This code, which can be

compared to an ISBN number with books, will make it possible to recognize a commercial at all times.

5 The spot codes will be applied at least on the starting point and end point of the commercial with the help of video manipulation software. The spot code will be converted to a pattern recognizable to the system, a checksum guaranteeing a 100% firm identification. The system will continuously read in the picture of one television channel digitally through a video capturing board and check it on spot code marks on the predefined zones. As soon as a spot code is detected, the computer will activate a video recorder which will record the images almost immediately. Due to the spot code, the computer also has all data on said commercial directly available from a database and the measured values - such as time, length, etc. - can be stored in a separate database for later reports.

10 15 20 The system is able to detect the following data on-line and store them in the spot database:

- the spot code;
- the channel;
- the time of broadcast according to the world clock connected to the system;
- the exact length of the broadcast commercial with an accuracy of one hundredth of a second;
- an on-line recorded version of the broadcast commercial.

25 30 35 The recording of the commercial runs until a closing spot code is detected, or until the recording time exceeds the length of the commercial looked up from the database. In the latter case, the commercial will not have been broadcast in its entirety.

The system can be adjusted to receiving spot codes of different commercials so there is no need for an individual system for each commercial.

It is also possible to make other changes without leaving the inventive idea as it is indicated in the claims.

## Claims

1. Method for recording the total length of broadcast of a commercial broadcast by a television channel, characterized in that automated on-line recording takes place in that a unique signal - spot code - has been included at least at the beginning and the end of the commercial, said signals acting in a signal receiving and recording device providing for on-line recording and storing of the broadcast from the starting signal to the end signal.
2. Commercial, characterized in that at least at the beginning and the end of the commercial, a unique signal - spot code - has been included, which can be processed in a receiver adapted for that purpose.

3. Device for carrying out the method according to claim 1, characterized in that it comprises a receiver adapted to receiving the unique signals - spot codes - broadcast at the beginning and end of a commercial, said device further comprising a 5 clock and a recording device for storing the reception during the time between the starting signal and the end signal.

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## EUROPEAN SEARCH REPORT

Application Number

EP 97 20 1865

| DOCUMENTS CONSIDERED TO BE RELEVANT  |   |  | CLASSIFICATION OF THE APPLICATION (Int.Cl.6) |                 |                                  |          |           |                  |               |
|--|---|--|--|-----------------|----------------------------------|----------|-----------|------------------|---------------|
| Category   | Citation of document with indication, where appropriate, of relevant passages   | Relevant to claim  |  |                 |                                  |          |           |                  |               |
| A  | US 5 319 453 A (COPRIVIZA ET AL.) 7 June 1994<br>* column 1, line 1 - column 5, line 46; claim 1 *<br>---                                 | 1,2  | H04H9/00                                     |                 |                                  |          |           |                  |               |
| A  | EP 0 450 631 A (KABUSHIKI KAISHA VIDEO RESEARCH) 9 October 1991<br>* column 1, line 1 - column 2, line 36; claims 1,4; figure 1 *<br>---  | 1,2  |  |                 |                                  |          |           |                  |               |
| A  | WO 86 06239 A (BURTON L. GREENBERG, HILLARD L. FITZKEE) 23 October 1986<br>* page 1, line 1 - page 5, line 31; claim 1; figure 4 *<br>--- | 1,2  |  |                 |                                  |          |           |                  |               |
| A  | EP 0 347 401 A (ROBERT A. KRAMER) 20 December 1989<br>* column 1, line 1 - column 10, line 5; claims 1,3,6,8-10,12; figure 2 *<br>-----   | 1,2  |  |                 |                                  |          |           |                  |               |
|  |   |  | TECHNICAL FIELDS SEARCHED (Int.Cl.6)         |                 |                                  |          |           |                  |               |
|  |   |  | H04H   |                 |                                  |          |           |                  |               |
| <p>The present search report has been drawn up for all claims</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Place of search</td> <td style="width: 33%;">Date of completion of the search</td> <td style="width: 34%;">Examiner</td> </tr> <tr> <td>THE HAGUE</td> <td>16 December 1997</td> <td>De Haan, A.J.</td> </tr> </table> |   |  |  | Place of search | Date of completion of the search | Examiner | THE HAGUE | 16 December 1997 | De Haan, A.J. |
| Place of search  | Date of completion of the search  | Examiner   |  |                 |                                  |          |           |                  |               |
| THE HAGUE  | 16 December 1997  | De Haan, A.J.  |  |                 |                                  |          |           |                  |               |
| CATEGORY OF CITED DOCUMENTS  |   | T : theory or principle underlying the invention<br>E : earlier patent document, but published on, or after the filing date<br>D : document cited in the application<br>L : document cited for other reasons<br>& : member of the same patent family, corresponding document |  |                 |                                  |          |           |                  |               |
| X : particularly relevant if taken alone<br>Y : particularly relevant if combined with another document of the same category<br>A : technological background<br>O : non-written disclosure<br>P : intermediate document  |   |  |  |                 |                                  |          |           |                  |               |